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United Pier and Shore Anglers of California  
1701 Lakeshore Drive  
Lodi, CA 95242

Melissa Miller-Henson and Members of the Selection Committee for the MLPA North Central Coast Regional Stakeholder Group  
CA Department of Fish & Game  
1416 Ninth Street Sacramento, CA 95814

To Melissa Miller-Henson and the members of the selection committee.

I am submitting this nomination letter in behalf of myself as representative of United Pier and Shore Anglers of California. As such, I feel I would be an excellent member for the MLPA North Central Coast Regional Stakeholder Group. The reason for this opinion follows.

\* Nominee name and complete contact information, including email address

Ken Jones  
Lodi, CA

\* A short statement to confirm how the applicant meets the selection criteria

I believe that I meet the desired criteria from many angles but the four most important in my opinion would be: 1. My knowledge of the geographic area involved and the various types of fishing that currently takes place in that area. 2. A strong understanding of the science pertaining to fish and their needs. 3. A good knowledge of the MLPA Process itself as well as its goals and limitations. 4. An ability to work together with people.

Some background information may be appropriate:

Education:

1. BS Degree in Human Relations and Organizational Behavior from the University of San Francisco.
2. MS Degree in Curriculum and Instruction from Dominican College in San Rafael.

Community Organizations:

1. United Pier and Shore Anglers of California (UPSAC). President, July 2003-Present.
2. Bay-Delta Sport Fishing Enhancement Stamp (BDSFES) Advisory Committee. Member, October 2004-Present.
3. Outdoor Writers Association of California (OWAC). Member 2003—Present, Vice President, June 2006—Present.

4. California Recreational Fish Implementation Team (NOAA). Member May 2005—Present.
5. Recreational Fishing Alliance Advisory Board: Member January 2007—Present.

Writing:

1. Fishing articles published in Western Saltwater Fisherman, California Angler, Fish Taco Chronicles, Western Outdoor News and Fish Rap Newspaper (bi-weekly column).
2. Pier Fishing in California, 1<sup>st</sup> Ed. published in 1992. Pier Fishing in California, 2nd Edition, published in 2004

Website: Pier Fishing in California [pierfishing.com] 9,000 registered users.

\* Where appropriate, identify current and past affiliations with stakeholder groups active in marine resource management

I have been president of United Pier and Shore Anglers since its inception in 2003. From Day 1, UPSAC and its roughly 2,000 members has been an organization that has espoused a conservationist and environmental philosophy in regard to fishing and our marine environment. We have always supported sound science, or what we hoped was sound science, and we have done so even when other fishery organizations were actively fighting the DF&G and/or the MLPA program. We have been supportive asking only for sound science and a level playing field when decision time was near. This continues to be our goal.

UPSAC has worked with a number of different organizations over the years in a variety of projects—the International Game Fish Association (IGFA), United Anglers of Southern California (UASC), San Diego Sportfishing Council, Recreational Fishing Alliance (RFA), the Marine Fish Conservation Network, and the California Fisheries Coalition. We have also worked with the California Saltwater Sportfishing Action Team aka Recreational Fish Implementation Team formed by Marty Golden at NOAA.

In addition, we have engaged in several projects pertaining to the inshore environment. Currently we are involved in two grant projects, one from NOAA and one from the Channel Islands National Marine Sanctuary. The first grant involves installation of 40 fishing line recycle bins at piers and beaches along the coast. Bins have been installed at the Goleta Pier, the Oyster Point Pier, the Pillar Point Pier, several boat ramps, and several beach areas between Santa Barbara and Guadalupe Beach. Negotiations are being finished for bins in Redondo Beach, Long Beach, San Diego and Newport Beach. Just last week we (UPSAC) met with representatives of the Golden Gate Audubon Society, Port Of San Francisco, Golden Gate National Recreation Area, and Candlestick State Park for the placement of bins along the San Francisco waterfront piers as well as Fort Baker and Fort Point. The second grant involves an educational project at Goleta Pier where we will be teaching local youth conservationist ways of angling. The project also calls for a full examination and presentation on MPA's. Lastly, we plan to be actively involved in the Montrose Settlement Project, especially as it pertains to the establishment of artificial reefs near southern California piers.

\* A brief summary of past involvement in the MLPA or similar public processes to provide advice on natural resource policy or planning

The UPSAC Secretary, James Liu, was an alternate member of the initial Stakeholders Group. As such, he did not always get a chance to express his feelings at meeting although he did report back what had taken place to the UPSAC Board and myself. He also, at times, discussed those items on the PFIC Message Board and got some useful input from its members. Luckily, he did get a chance to discuss his analysis toward the end of the project. If he had the time, and he doesn't, I would recommend him for the Science Team. Both James and myself testified at the August meeting held in Sacramento. If selected to the group, I hope to add James as my alternate.

\* Willingness to commit the time for full participation

I feel the participation of someone on the board representing inshore fishermen is an absolute necessity. Eight times as many hours are spent angling annually by pier and jetty anglers in California as by people on boats. At the same time we receive less than a tenth of the publicity and attention whether it be from magazines or from tackle companies. We do not represent big money, just big numbers of anglers in the state, and UPSAC is the one organization devoted entirely to that group. This is why I am willing to become a member and to put in the hours needed to do the job right. I know the issues confronting inshore anglers (an especially large part of the anglers in this particular region) and will work to see that those issues are considered.

\* Descriptions of the organizations and individuals with which the nominee will communicate

My main communication will be with three organizations and one group. My own organization, United Pier and Shore Anglers of California, is first, followed by the California Fisheries Coalition and the Recreational Fishing Alliance—to which we are allied. The CFC, RFA and Jim Martin have asked me to be a nominee representing their organizations in the MLPA Group and I have agreed. The final group would be the members of my website, Pier Fishing in California, [pierfishing.com](http://pierfishing.com).

\* Specific communication and outreach mechanisms to be utilized (give examples)

As to how I will communicate information pertaining to the MLPA process, it's quite simple. The main mechanism will be through the Message Board on my website—[pierfishing.com](http://pierfishing.com). We have approximately 9,000 people registered on the board and it has a heavy daily usage both by "posters" and by "lurkers." The second source for distilling information will be on the UPSAC site at [upsac.org](http://upsac.org) although this will primarily be reports as we go through the process. Although I doubt if it would be used, I also do a bi-weekly column for the Fish Rap newspaper and am able to add information concerning the MLPA proposals if appropriate. Lastly, I have no hesitation to send letters to publications such as Western Outdoor News or Fish Sniffer, again where appropriate.

\* Areas of knowledge or expertise relevant to the project

I have considerable knowledge about fish. As an angler I have fished for fifty years in California and I have the records of every fishing trip going back to 1962. I have also always been somewhat of an amateur ichthyologist and have an extensive library of fish identification books, more than most libraries. In addition, because of contacts I have made, I am now able to call several esteemed biologists whenever there is a question on my website. I know my fish and I know how to catch them. More important, I understand the environment needed for a healthy fishery and what an unhealthy fishery looks like. I have been told that some classes even use the third chapter of Pier Fishing in California. 2<sup>nd</sup> Ed. as a reading while studying marine biology.

I also know the specific geographic areas included in the new region to be studied. For ten years, 1969-1978, I lived in the San Francisco Bay Area. For twenty years, 1979-1999, I lived in Boonville in Mendocino County. For all thirty years I was an active angler throughout the regions. I have fished every pier in the region; I have fished (I think) from every sportfishing landing in the region; I have rock fished and surf fished from a majority of the beaches and jetties in the region; and I've even 'abed up in Mendocino County. I know the new MLPA region as an angler and former resident and I have written about it as an author. In addition, through my website I have developed a considerable network of local anglers and fishing professionals who I can contact in regards to additional information and concerns. In sum, even though I now live in Lodi I have considerable knowledge about the area soon to be studied.

Lastly, I feel I work well with people and in projects such as this. As a corporate executive I was on many committees and in charge of many projects. As a high school teacher I was in charge of many committees and many projects including the accreditation committee that received the highest grade possible for the school. As President of UPSAC I have helped guide the organization to where it is today and again, as already mentioned, served with many additional people and organizations on a variety of projects. I do have preconceptions about the process, as does everyone who will join the group, but I sincerely feel I can represent not only fishing organizations but also everyone in a fair manner.